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**LEADERSHIP, TRANSPARENCY, AND RESULTS**

Leading CEOs and executives of U.S. companies, universities, school districts, multifamily organizations, and state and local government are taking the Better Buildings Challenge and committing to reduce the energy used across their building portfolios by 20 percent or more over ten years and transparently showcase the solutions they use and the results they achieve to help spur billions in new investment and savings in commercial buildings, multifamily housing, and industrial plants.

**Stimulating Growth and Capturing Savings**

Incorporating energy efficiency into routine business operations and making our buildings better offers large benefits. By reducing building energy use by 20 percent in both the commercial and industrial sectors, organizations can save about \$80 billion annually and avoid significant emissions of CO<sub>2</sub>.<sup>1</sup> In addition to cost savings and avoided emissions, upgrading these buildings offers an almost \$100 billion investment opportunity, which could create tens of thousands of jobs.<sup>2</sup> Likewise, the nation's industrial facilities use more than \$200 billion<sup>3</sup> in energy each year with similar opportunities for investment, savings,<sup>1</sup> and jobs.

**Demonstrating Leadership and Innovation**

Launched in 2011, the goal of the Better Buildings Challenge is to improve the efficiency of American commercial, institutional, and multifamily buildings and industrial plants by 20 percent or more over ten years. Organizations committing to the Better Buildings Challenge agree to:

- ▶ **Conduct** an energy efficiency assessment of their building portfolio and pledge an organization-wide energy savings goal.
- ▶ **Take action** by showcasing an energy efficiency project and implementing a plan to achieve lasting energy savings.
- ▶ **Report results** by sharing cost-effective approaches for saving energy and performance data that demonstrates the success.

**A National Leadership Initiative**

More than 345 organizations have committed to the Better Buildings Challenge, including building owners, manufacturing firms, municipalities, financial institutions, and utilities, working collaboratively to create and share implementation models that can help the marketplace move more quickly to adopt energy efficiency measures. Partners represent more than 4.4 billion square feet of commercial and industrial real estate and are leaders in the healthcare, hospitality, retail, commercial real estate, public, multifamily, and manufacturing sectors. Manufacturing firms, representing more than 1,000 industrial facilities, are partnering through the Better Buildings, Better Plants Challenge—the industrial component of the Challenge.

Financial institutions and utilities participate as allies. Financial institutions have made a public commitment of \$7 billion in private sector capital to support energy efficiency upgrades in the marketplace. Utilities are committing to provide commercial customers with multi-measure energy efficiency programs and access to the energy usage data that helps building owners manage their energy.

The Department of Energy (DOE) supports partners and allies in the Better Buildings Challenge by:

- ▶ Providing expert technical assistance and energy efficiency implementation model assistance.
- ▶ Connecting partners with a network of allies (including financial organizations and utilities) that can help them achieve their energy savings pledges.
- ▶ Publicly recognizing partners and allies for achieving energy and cost savings and applying innovative energy efficiency solutions.

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## Recognizing Leadership

A cornerstone of the Better Buildings Challenge is recognizing partners and allies for their leadership and energy savings through valuable media opportunities. Through this recognition and sharing of successful energy savings strategies, DOE works with a variety of organizations to showcase what is possible when it comes to saving energy.

To date, partners and allies have been featured hundreds of times in national, regional, business, and trade media outlets. This positive publicity effectively spreads the word on the innovative ways leading organizations achieve their energy efficiency goals—spotlighting everything from building infrastructure overhauls to savvy technology systems to creative employee behavior change programs.

## Getting the Word Out

In May 2015, DOE unveiled the Better Buildings Solution Center. This online tool is designed to help organizations easily find energy efficiency solutions by topic, building type, solution type, building size, sector, technology, location, and more. Learn how a variety of organizations finance their building solutions, implement emerging technologies, build their team's energy expertise, motivate staff, get buy-in from management, or establish community-wide initiatives. Explore the more than 1,000 solutions tested and proven by partners, and look for new showcase projects, implementation models, and other energy efficiency solutions to be added as Better Buildings continues to grow.

The first Better Buildings Challenge SWAP was released in 2016. Hilton Worldwide and Whole Foods Market engaged in a new and highly accessible form of inter-industry collaboration, as energy experts from each organization worked together on camera to unveil energy saving opportunities in each other's buildings. Since then, the U.S. Air Force and Naval Academies traded insider tips on their campuses, and the cities of Atlanta and Boston opened up their streets, airports, and libraries, for a fresh perspective on saving energy. SWAP has proven to be a great way to raise the profile of energy efficiency, and the solutions offered through Better Buildings.

## Every Day We Profile Partner Successes

- ▶ **The Better Buildings Bulletin** is a monthly newsletter welcoming new partners, listing news stories, broadcasting new partner solutions, offering opportunities to sign up for webinars, and more
- ▶ **Better Buildings Beat** is a blog profiling partners as well as the ins and outs of energy savings projects
- ▶ **Twitter** @BetterBldgsDOE tweets highlight partner achievements
- ▶ **LinkedIn** posts amplify partners in the news and their solutions

## Learn More

See who in your community is participating in the Better Buildings Challenge, and tap into their energy efficiency success, by visiting: [betterbuildingssolutioncenter.energy.gov/challenge](http://betterbuildingssolutioncenter.energy.gov/challenge). In addition, follow us on Twitter: [@BetterBldgsDOE](https://twitter.com/BetterBldgsDOE).

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- 1 Unlocking Energy Efficiency in the US Economy, July 2009, McKinsey and Company.
  - 2 United States Building Energy Efficiency Retrofits, Market Sizing and Financing Models, March 2012, The Rockefeller Foundation & Deutsche Bank.
  - 3 U.S. Energy Information Administration, Annual Energy Outlook, Table 3 Energy Prices by Sector and Source, released April 14, 2015.